

Historic, Archive Document

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1881

Cole's Anniversary Offering

of the Finest Selected Nursery Stock

Cole's Evergreens Are Superior Specimens

1931

Evergreens for Year-Round Beauty

For Obtaining Immediate Effect

We regret that space does not permit us to picture the following varieties, especially as they are every bit as useful and beautiful as those pictured. We especially recommend the "Golden Japanese Cypress" for those who want gorgeous large specimens.

Juniperus

Juniperus chinensis sibirica (Variegated). An extremely formal pyramid with light bluish foliage and odd cream yellow variegations on the tips. Especially valuable in low plantings. 2 to 2 1/2 ft. (Value \$4.00). Cole's 50th Anniversary Special, \$2.00 each.

Retinispora

Retinispora pisifera aurea (Golden Japanese Cypress). Broadly pyramidal and graceful in form with beautiful fernlike foliage marked with varying shades of yellow. 6 to 7 ft. (Value \$11.00). Cole's 50th Anniversary Special, \$6.00 each.

Thuja

Thuja occ. elaeagnifolia (Poin Thumb Arbor-Vitae). Semi-dwarf variety, broadly pyramidal or nearly globe shape. Oddly fantastic, the lower half of the plant having curious cypress foliage verging into true Arbor-Vitae foliage in the upper half. 1 1/2 to 2 ft. (Value \$2.25). Cole's 50th Anniversary Special, \$1.25 each. 2 to 2 1/2 ft. (Value \$2.75). Cole's 50th Anniversary Special, \$1.60 each.

Thuja occ. aurea (Siberian Arbor-Vitae). Very hardy variety of broadly pyramidal habit and dense dark green foliage. 2 to 2 1/2 ft. (Value \$3.00). Cole's 50th Anniversary Special, \$1.60 each. 2 1/2 to 3 ft. (Value \$4.00). Cole's 50th Anniversary Special, \$2.25 each.

Taxus

Taxus cuspidata (Japanese Yew). Good in shade or sun, when not a dwarf plant can be used. Excellent for rockeries. 12 to 15 in. spread. (Value \$2.75). Cole's 50th Anniversary Special, \$1.00 each.

Astilbe

(Helleborus sp.). 2 1/2 ft. Semi-dwarf, free-flowering plants with pleasing foliage and entrancing plumes of flowers. America. Deep lilac-pink. 50c each. Deutschland. Large glorious white. 50c each. Grands Rosa Magnifica. New. 1 1/2 ft. long with gorgeous spikes of flowers over 2 ft. in length. About cream white with pink centers. The apex. Kriemhilde. A new variety with the color of peach blossoms. 50c each. Cole's Golden Jubilee Collection. Five strong plants (1 each as above, including the beautiful Yew "Grands Rosa Magnifica," 3 for only \$2.25.

Thuja occidentalis (American Arbor-Vitae). Our most popular rapid growing Evergreen. 2 to 3 ft. (Value \$2.50). Cole's 50th Anniversary Special, 95c each. 3 to 4 ft. (Value \$3.50). Cole's 50th Anniversary Special, \$2.90 each. 4 to 6 ft. (Value \$7.50). Cole's 50th Anniversary Special, \$4.80 each.



Rhododendrons. (See prices at right).

Cole's Supreme Everblooming Roses

Cole's 2-year EXTRA (the finest plants obtainable), except as noted, each, 75c.

Offer R-3A. Your choice of any six EXTRA grade 75c Roses, except the six sensational New Roses, for only \$4.20.

Offer R-2A. Your choice of any twelve EXTRA grade 75c Roses, except the six sensational New Roses, for only \$7.80.

Cole's 2-year medium (as fine as most "first grade" Roses), except as noted, each, 50c.

Offer R-3B. Your choice of any six medium grade 50c Roses, except the six sensational New Roses, for only \$2.70.

Offer R-2B. Your choice of any twelve medium grade 50c Roses, except the six sensational New Roses, for only \$4.80.

SENSATIONAL NEW GOLDEN ANNIVERSARY ROSES

	Cole's Extra Medium Grade Each	Cole's Medium Grade Each
Rev. F. Page Roberts	\$1.50	\$1.00
Elodie de Hollande	1.50	1.00
Pres. Herbert Hoover	2.00	1.50
Lady Margaret Stewart	\$1.50	\$1.00
Talisman	1.50	1.25
Mrs. Henry Morse	1.00	.75

NOTE.—The glorious Mrs. E. P. Thom is very special at our regular prices. Extra grade @ 15c; medium @ 50c.



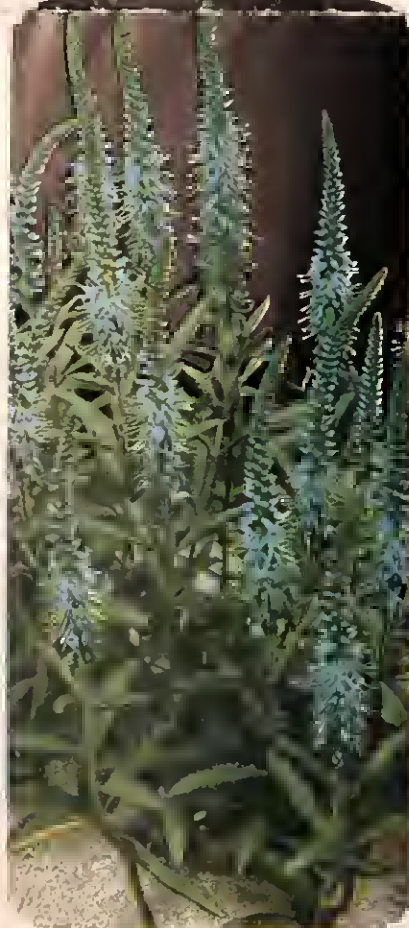
Gladiolus

For our Golden Jubilee we have carefully selected for you ten of the most excellent standard varieties in the largest range of colors, all vigorous, healthy, first size bulbs. Every order will have at least ten (10) individual outstanding colors unless you request some particular color. Notice the ending Jubilee Price for these gorgeous select varieties. Cole's Golden Jubilee Gladiolus, 10 for 40c. Cole's Golden Jubilee Gladiolus, 25 for 75c. Cole's Golden Jubilee Gladiolus, 100 for \$2.50. Cole's Golden Jubilee Gladiolus, 500 for \$9.50.



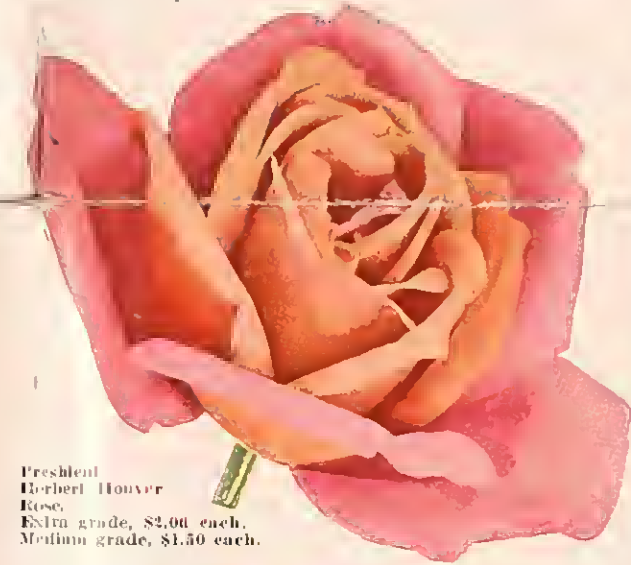
Tsuga Canadensis

Tsuga canadensis (Canadian Hemlock). Always satisfactory. 1 1/2 to 2 ft. (Value \$2.25). Cole's 50th Anniversary Special, \$1.00 each. 2 1/2 to 3 ft. (Value \$4.00). Cole's 50th Anniversary Special, \$2.00 each.



Veronica

Veronica longifolia subserotina (Speedwell). 2 ft. The "Blue Bird" flower of our hardy gardens. Fine for the rockery. Blooms July to September. 3 for 50c.



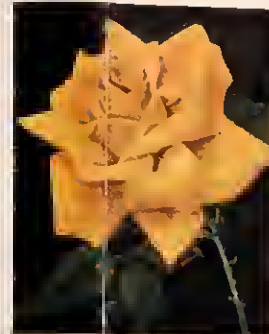
Freshly Harvested Rose. Extra grade, \$2.00 each. Medium grade, \$1.50 each.



Mrs. E. P. Thom (Tea). Extra grade, 75c each. Medium grade, 50c each.



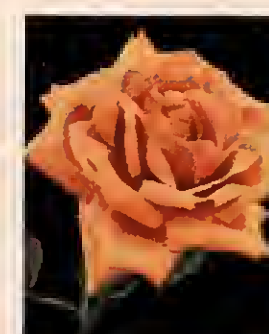
Rev. F. Page-Roberts, (Tea)



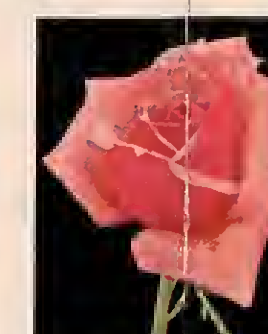
Sauv. de Claudius Pernet, (Tea)



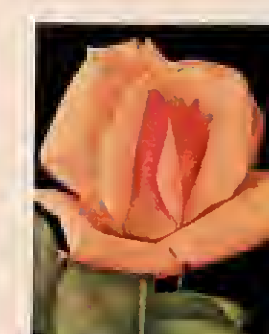
Mrs. Henry Morse, (Tea)



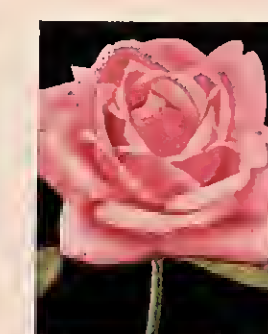
Miss Lolla Armour, (Tea)



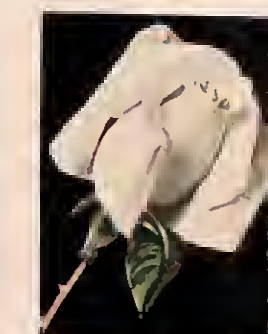
Betty Upholard, (Tea)



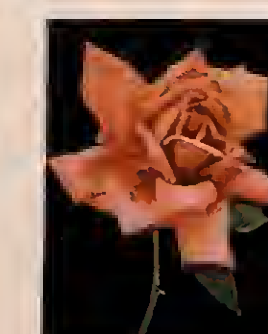
Lady Margaret Stewart, (Tea)



Dame Edith Helen, (Tea)



Mme. Jules Banche, (Tea)



Mme. Edmond Herriot, (Tea)



Picea canadensis (Dwarf Mountain Pine). Hardy and satisfactory in any location, especially in the rocky. 12 to 18 in. spread. (Value \$2.25). Cole's 50th Anniversary Special, \$1.00 each. 1 1/2 to 2 ft. spread. (Value \$4.50). Cole's 50th Anniversary Special, \$3.50 each.



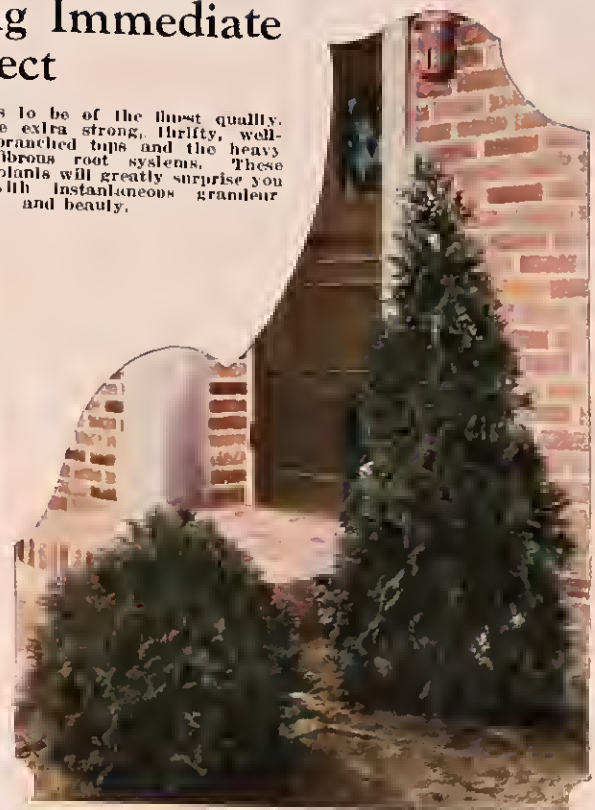
Juniperus virginiana glauca (Silver Juniper). Will thrive through the ages. Tall; pyramidal; bluish foliage. An aristocrat. 2 to 3 ft. (Value \$5.00). Cole's 50th Anniversary Special, \$3.00 each. 4 to 5 ft. (Value \$10.00). Cole's 50th Anniversary Special, \$2.50 each. *Picea p. glauca kosteri* (Koster's Spruce). The bluest of Blue Spruces. Scarce. 15 to 18 in. (Value \$3.50). Cole's 50th Anniversary Special, \$6.50 each. 2 to 2 1/2 ft. (Value \$14.50). Cole's 50th Anniversary Special, \$9.50 each. *Pinus sylvestris* (Scotch Pine). Aristic tall tree. 2 to 4 ft. (Value \$3.50). Cole's 50th Anniversary Special, \$2.25 each.



Etoile de Hollande (Tea). Extra grade, \$1.50 each. Medium grade, \$1.00 each.



Talisman (Tea). Extra grade, \$1.75 each. Medium grade, \$1.35 each.



Thuja occ. pyramidalis (Pyramidal Arbor-Vitae). Hardy, statily, commanding. 1 1/2 to 2 ft. (Value \$2.00). Cole's 50th Anniversary Special, \$1.00 each. 2 1/2 to 3 ft. (Value \$3.50). Cole's 50th Anniversary Special, \$2.25 each. *Thuja occ. hoveyi* (Globe-Shaped Arbor-Vitae). Excellent grower. 12 to 18 in. (Value \$1.70). Cole's 50th Anniversary Spec. 50c each. 1 1/2 to 2 ft. (Value \$2.50). Cole's 50th Anniversary Special, \$1.90 each. 2 to 2 1/2 ft. (Value \$4.50). Cole's 50th Anniversary Special, \$2.25 each.



Rhododendron

Rhododendron calycanthense. Blooms heavily. Lavender-pink. 1 1/2 to 2 ft. (Value \$3.50). Cole's 50th Anniversary Special, \$2.00 each. 2 to 3 ft. (Value \$4.50). Cole's 50th Anniversary Special, \$3.25 each. 3 to 4 ft. (Value \$5.75). Cole's 50th Anniversary Special, \$4.50 each.

Rhododendron maximum (Rosebay Rhododendron). The best variety for grandeur of foliage. Waxy white flowers. 1 1/2 to 2 ft. (Value \$3.25). Cole's 50th Anniversary Special, \$1.90 each. 2 to 3 ft. (Value \$4.25). Cole's 50th Anniversary Special, \$2.75 each. 3 to 4 ft. (Value \$8.50). Cole's 50th Anniversary Special, \$5.50 each.

German Peat (Humus)

Extremely beneficial for retaining moisture in dry soils and for loosening heavy soils that tend to bake; promotes healthy, rapid, fibrous root action in nearly all flowers, plants and trees. Especially necessary for Rhododendrons and Azaleas. Medium acid. Bale (the largest obtainable), 22 bushels when broken up, weight about 180 lbs., \$5.00 each. Large sacks for \$1.00 each.

VIGORO

The Complete Plant Food

A fine, balanced fertilizer; clean, odorless and easy to apply. Directions for use with every package. 100-lb. bag for \$5.00. 50-lb. bag for \$3.00. 25-lb. bag for \$1.75.

Not Prepaid

Evergreens, Rhododendrons, Peat and Vigoro at these extraordinarily low prices cannot be prepaid. We will ship "Express or Freight Collect."

Exception—Orders from Cleveland and vicinity in locations where we make frequent truck deliveries, we will deliver FREE.



Daphne Cneorum

Daphne cneorum (Garland Flower). Delicately fragrant and entrancing. 9 to 12 in. spread. (Value \$2.00). Cole's 50th Anniversary Special, \$1.00 each. (From large 6-inch pots to assure you success).

Cole's Golden Jubilee Perennials

Cole's Golden Jubilee Perennial Assortments

Surprise Collections that will please you immensely with their extraordinary beauty and value.

Surprise Collection No. 75

One doz. (12) Perennials for Border (all different and each plant labeled individually), our selection, 12 for only \$2.65.

Grand Surprise Collection No. 80

Twenty-four (24) Perennials including No. 74 for rockeries and No. 75 for the border, 24 for only \$4.95.

The ultimate height of each plant at maturity is given in the description following the name. Varieties marked with an asterisk (*) are especially suitable for the rockery garden.

Papaver Orientale

Papaver orientale (Oriental Poppies), 3 ft. Grand Mogul, New dark red, large blotches, 75¢ each.

OTHER BEAUTIFUL VARIETIES

Apricot Queen, Bright reddish apricot, 40¢ each.
Mrs. Perry, Sensational orange apricot, 30¢ each.
Perry's White, Delicate satiny white with a crimson blotch at base of petals, 40¢ each.

Cole's Golden Jubilee Poppy Collection, Four strong Poppies (one of each variety) for only \$1.55.

COLE'S GOLDEN JUBILEE FREE OFFER
With every \$4.00 worth of Perennials bought from this folder, you may select absolutely FREE, any 3 for 75¢, Perennials that you desire (all one kind).



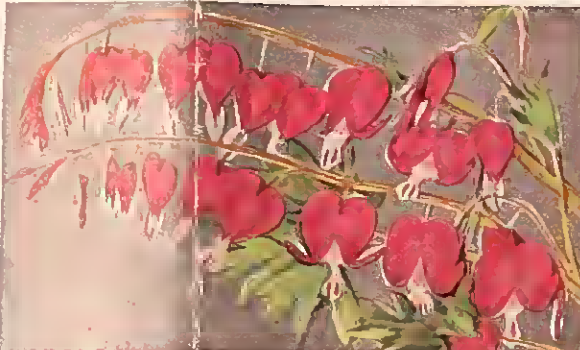
Cole's Golden Jubilee Hardy Chrysanthemums

Gorgeous, sensational varieties in a new range of pleasing color combinations. Space does not permit a minute color description showing the marvelous toning.

Ball of Snow, White; Pompon.
Globe d'Or, Yellow, Aster-flowered.
Glory of Seven Oaks, Golden; Decidua.
Little Bob, Bronze, button.
Provence, Pink; large.
Rose Trevenna, Deep rose; Pompon.
White Doty, White; large.
Zelia, Orange; large.

We have over fifty (50) varieties. You may order any color in any type of flower that you fancy and we will send you a variety guaranteed to pleasantly surprise and please you. Cole's Jubilee Special (your selection of 6 plants) for only \$1.20.

Cole's Jubilee Special (your selection of 12 plants) for only \$2.30.



Dicentra Spectabilis

Dicentra spectabilis (True Bleeding Heart), 45¢ each; regularly 60¢ each.



Coreopsis

Coreopsis lanceolata, 2 ft. Semi-dwarf, everblooming plants, excellent for cutting, 3 for 75¢.



Campanula medium calycata (Bell), 2 ft. Attractive Cup and Saucer flowers. Your choice—White, Blue or Rose, 3 plants of any one color for 75¢; 10 plants (3 colors mixed) for only \$1.95.

Cole's Golden Jubilee Phlox Collection

A riot of color. Strong plants; every one different, including such high priced varieties as the dazzling red variety "Commander," and that soft pleasing pink, "Mrs. Milly Von Hoboken," Mammoth fragrant flower heads. 12 Strong Plants as above for only \$2.40. 6 Strong Plants as above for only \$1.30.



Phlox Subulata Rosea

Phlox subulata rosea (Moss or Mountain Pink), 4 in. An entrancing carpet of green, completely covered with sweet flowers in early spring, 3 for 75¢.

Free Booklet "How to Make Things Grow"

Recently compiled by Mr. Cole, Senior. Chuck full of valuable information on planting and care of all phases. This publication is FREE with every order for Cole's Golden Jubilee Plants.

In addition to our great Golden Jubilee Price Reductions we are giving you another generous reduction in the form of FREE DELIVERY. Transportation charges will be PAID BY COLE to points in all States east of the Mississippi River, and north of and including Virginia and Tennessee.

Transportation by express, parcel post, truck, or freight, to be at the discretion of the Cole Nursery Company, except as noted in catalogs. Only items of heavy character and out of our truck zone will go by freight.



Cole's Dahlias

Cole's Jubilee Dahlias Mixture is made up expressly for each individual order, using only the choicest standard varieties in all colors and types. Jubilee Special, 3 large plants for only 75¢. Jubilee Special, 6 large plants for only \$1.40. Jubilee Special, 12 large plants for only \$2.40.



German Iris

Up-to-date varieties. Cole has discarded all the old, poor types. White, rose, purple, light blue, yellow, deep blue. Your selection, 3 for 60¢; 6 for \$1.00; 12 for \$1.75.

Wonderful new varieties ranging in price from 50¢ to \$2.00 each, listed in our large Golden Jubilee General Catalog. Send for your free copy today.

Viola

Viola, Jersey Gem, New, 6 in. One of the finest of the hardy everblooming tufted pansies, 3 for 90¢.



Ranunculus

Ranunculus repens fl. pl. (Double Buttercup), A fine ground cover with glossy green foliage. Flowers freely in autumn, 3 for 75¢.



Liatris

Liatris pycnostachya (Gayather), Blazing Star, 4 ft. The long spikes when dried are fine for cherry winter bouquets, 3 for 75¢.



Gaillardia

Gaillardia (Blanket Flower), 1 1/2 ft. One of the most desirable plants in cultivation. Everblooming and fine for cutting. Cole's Golden Jubilee "Select Strain" is full of superior types, 3 for 75¢.

*Sedum (Stonecrop)

Charming plants for the rockery with cushions of gorgeous foliage and dainty flowers. Thrives in any soil. Acre (Gold Moss), 3 in. Green foliage, bright yellow flowers, 3 for 75¢. *Album (White Stonecrop), 3 in. Green foliage; bright yellow flowers, 3 for 75¢. *Albanum, New Sensational rounded waxy foliage, often tinted rose, 30¢ each. *Glacium (Blue Stonecrop), 3 in. Glossy bluish foliage; white flowers, 3 for 90¢. *Sarmientosum (Stringy S.), 3 in. Excellent green foliage; golden flowers, 3 for 75¢. *Saxangulare (Hexagon S.), 4 in. Very dark green foliage, yellow flowers, 3 for \$1.00. *Stoloniferum coccineum (Scarlet Running S.), 6 in. Gorgeous green foliage, rosy crimson flowers, 3 for 75¢. Cole's Collection of Rock Garden Sedums, 21 plants, 3 each of above (value \$6.40) for only \$4.00.

Shasta Daisy (Chrysanthemum Maximum)

2 to 3 ft. (Not pictured) *Etoile d'Or, New, A greatly improved variety, producing the largest and best pure white flowers with rich golden centers; everblooming, 40¢ each, 3 for \$1.20. *Glory of Wayside, A dwarf variety with multitudes of blooms in spring and early summer, 3 for 75¢. *Leucanthemum fl. pl. Gorgeous double form, free-flowering, 3 for \$1.00. Cole's Jubilee Collection, 6 plants (2 of each variety) for only \$1.50.

The Cole Nursery Co. Painesville, Ohio

Hardy Asters

(Not pictured) 3 to 4 ft. Give color to an otherwise almost colorless hardy garden in September. Cole's Jubilee Collection, 6 strong plants in six distinct colors for \$1.25.

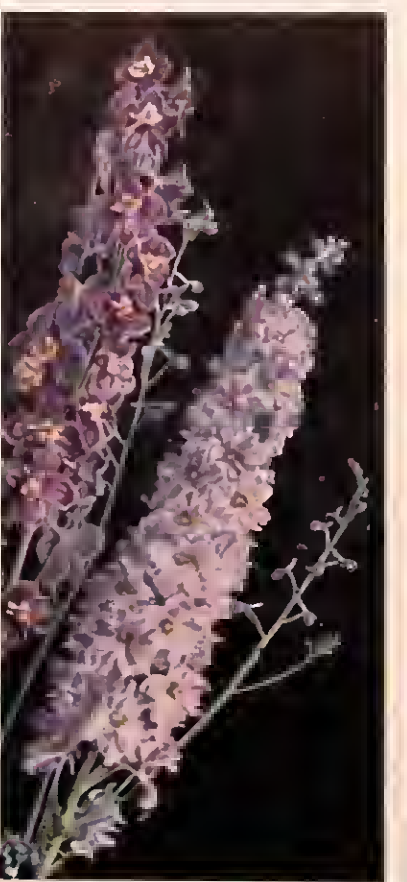


Aquilegia

Aquilegia, Mrs. Scott Elliott Long-Spurred Columbine, 3 ft. "Select Strain" full of bright and attractive colors that are hard to obtain, 3 for 75¢.

Chrysanthemum

Chrysanthemum coccineum (Pyrethrum), 1 1/2 ft. The attractive "Painted Daisy," Fine for the border and for cut flowers, 3 for 75¢.



Delphinium

Delphinium, English Hybrids, (Blackmore & Langdon's), 5 ft. (As pictured). A strong growing Larkspur with a "true beautiful range" of colors and a large percentage of plants with glorious double flowers, 3 for \$1.00. Gold Medal English Hybrids, 4 ft. Extraordinarily fine standard strain, 3 for 75¢.



Trollius

*Trollius europaeus hybrid (Globeflower), 2 ft. "The Giant Buttercup," "Somer" new and especially fine. Everblooming, 3 for \$1.00.



Physalis

*Physalis francheti (Chinese Lantern), 2 ft. Dry them for cheery bouquets in dreary wintertime, 3 for 75¢.



Lilium Regale

The well known and rightly named Regal Lily. Increases in glory with the years. Withstands sun or shade. Our bulbs will bloom the first year. Large Bulbs, 4 to 5 in. circumference, 30¢ each. Mammoth Bulbs, 4 to 7 in. circumference, 60¢ each. Cole's Golden Jubilee Offer, Five Regal Lilies, 4 to 6 inches, for only \$1.60.

Cole's Golden Jubilee Japanese Iris

Ten distinct colors, every variety marked beautifully with gold. Deepest Blue, White, Reddish Purple, Violet, Mahogany, Creamy White, Violet-Purple, White marked Blue. Your selection of above, 3 for 90¢; 6 for \$1.75; 12 for \$3.10.

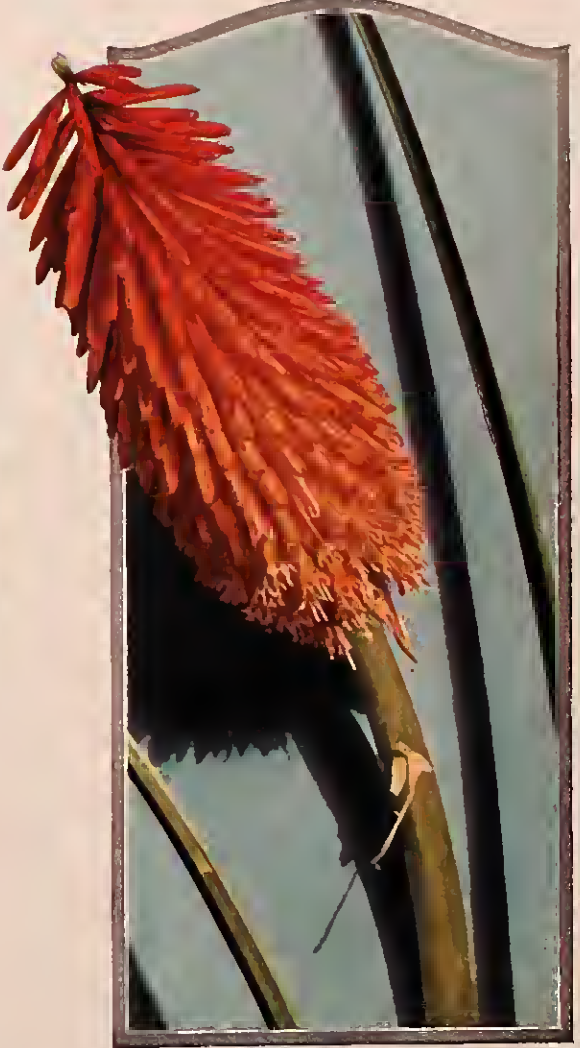


Sensational New Varieties

Midnight, Deepest velvety purple. Gorgeous and different.
Orchid Queen, Orchid; velvety and margined white.

Cole's Jubilee Offer

Ten Japanese Iris (1 each of 10 colors as above, including the sensational Midnight and Orchid Queen) for only \$2.90.



Kniphofia

Kniphofia uvaria grandis (Red Hot Poker), 3 ft. A splash of brilliance from August to October, 3 for 90¢. Kniphofia hybrid, New Hardy types, 3 ft. Same as above but varying from brilliant yellow to flame and red, 3 for 90¢.